

Wethersfield Tourism Commission

Meeting Minutes

Tuesday, March 29, 2011 5:30 pm
Town Hall, Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:31 p.m.
- 2) Roll call (5 members required) - Members in attendance: Traczyk, Sullivan, Hall, Aforismo, McHugh, St. Onge, Munroe and Ford. Also in attendance: Council member Kotkin and Peter Gillespie, Town Planner.
- 3) Approval of Minutes – January 2011 Meeting – Elaine St. Onge motioned to approve the minutes with Katie Sullivan seconding the motion and all members voting in favor.
- 4) Open issues (Old Business)
 - a) CT Culture & Tourism Cooperative Marketing & Challenge Grants – Mr. Gillespie reminded the members about the two grant applications recently filed.

To continue the magazine style ad insert in the CT Getaway guide which includes an ibrochure option. Mr. Gillespie reported that the grant was approved and is valued at \$11,864, the match is \$3,559 and the total project is valued at \$15,423.

Mr. Gillespie reported that the second grant request was for a marketing challenge grant. The request include funding for a variety of marketing initiatives: website redesign, print ad redesign, rack card design and printing, postcard design and printing and rack card distribution. The total project costs would be \$31,450, the grant request would be \$11,725 with a match of cash and in-kind services of \$19,725. This grant request was also approved. Both grant requests were submitted through the Historical Society.
 - b) Certified Local Government – Chris Traczyk suggested that a meeting with the State Historic Preservation Office is set up to discuss whether this would be a good match for the community. Peter Gillespie will pursue so that this item can be discussed at the next meeting.
- 5) New Business
 - a) Comstock Ferre – June 5 – 200th Anniversary Event – Linda Percone, Manager of Comstock Ferre was present with Caroline Finnegan to share information about their plans for this event. A copy of their press release was distributed which has been sent to various Media contacts at a national level. The event will run from 10 am to 7 pm and will include guest speakers, re enactors, vendors etc... Chartered buses are anticipated and attendees will be shuttled from off site...
 - b) 2011-2012 Budget – Councilor Kotkin reported on a challenging budget year with the proposed Town portion of the budget up slightly and the School portion of the budget proposed at 6% increase.

- 6) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – D McHugh reported that the Commission is reviewing their goals for 2011, working on website improvements, the wayfinding bid documents were completed.
 - b) Central CT Culture & Tourism - G. Munroe reported that the Governor may be providing more funding to the Districts.
 - c) Greater Hartford Convention & Visitors - C. Hall reported on the opportunity for concierge training.
 - d) OW Shopkeepers – C. Ford reported on a new committee formed for brochure distribution now that the brochure has been updated. Mr. Ford questioned whether their will be follow up to the meetings held last year with Alta Lash. Mr. Ford also state that the Holidays On Main Event will be held again on the first Thursday in December.
 - e) WHS – Elaine St. Onge reported on the April 19 Taste of Wethersfield event and the May 21 Family History Day..
 - f) WDS – Katie Sullivan reported on the following events, April 16 Native Plant sale, May 7 Tea, May 22 Washington Bed Chamber, May 28 Encampment, June 11 Open House Day, June 26 Garden Day, June 30 Garden Party. Planning underway for Oct 30 Vampire event.
- 7) Other Business
 - a) Stakeholders Meeting – Chris Traczyk suggested that a Stakeholders meeting is scheduled for April.
 - b) Chris Traczyk reported that on April 6 a Green Summit meeting will be held at the Keeney Center and questioned whether the Commission wants to participate in the Memorial Day Parade.
- 8) Adjournment – Chair Traczyk adjourned the meeting at 6:35 pm

Respectfully Submitted

Peter Gillespie

Director of Planning and Economic Development